

# ***Cultural Sensitivity***



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# Objectives...

- Learn about the generations in today's workforce and community
- Understand their influences and the environment they grew up in
- Understanding Islam
- Islamic customs

# The Generations

- Veterans: Born Before 1943
- Baby Boomers: 1943 – 1964
- Generation X: 1965 – 1980
- Millennials 1981- 2000



# However...

- Don't stereotype
- Person of each generation have unique traits and characteristics
- Cultural and regional differences
- Use this as you think about your organization, agency, and community
- These are not absolutes



# Percentage of Generations Currently in the Workplace

- Baby Boomers – 51%
- Generation Xers – 48%
- Millennials – 8%
- Veterans – less than 5%



# Veterans



## ....And Money

- Save, save, save
- Buy a first home
- Pay in cash
- Use Lay-away

## ...On Authority

- Embraces it
- Likes law and order
- Best in structure



## ...Their Work Ethic

- Work and sacrifice
- Pride and dedication
- Job for life
- Face time

## ...About Self

- Family oriented, remain married for the kids
- Prepare for the unknown

# Veterans



## Defining Moments...

- TV
- Korean War/WWII
- I Like Ike
- End of the Depression
- Home ownership
- Truman fires MacArthur



## Popular Culture...

- Hoola Hoops
- Ozzie and Harriet
- Your Show of Shows
- Poodle skirts
- Personal cars
- Communists in Hollywood
- Drive in Movies



# Veterans... Core Values

- Direct
- Take charge – command and control
- Delegate and look for results
- Decision-makers
- Wary of technology
- Comfortable in bureaucracy
- Work hard and expect others to do the same



# Baby Boomers...



## ...And Money

- Reacted to frugal parents
- Spend now, pay later
- Have plastic and don't leave home without it

## ...And Authority

- Question it/Don't Trust



## ...Their Work Ethic

- Live to work
- You are what you do
- Work ethic=worth

## ...About Self

- Soul Searchers
- Self Gratification
- Bad at commitment
- Self-help, yoga, meditations

# Baby Boomers Defining Moments

- Assassinations of JFK, MLK, RFK
- Vietnam War
- Civil Rights movement/1968 Democratic Convention
- Kent State
- Integration of Univ. of Alabama
- Women/minorities in workplace

## Popular Culture

- The Beatles
- Motown Captain Kangaroo
- Laugh In
- Catch 22
- Zen and the Art of Motorcycle Maintenance



# Baby Boomers...

Core Values and Beliefs

Keep proving themselves

Live to work, workaholics and expect  
other to be

Consensus and harmony

Teamwork

Level playing field





# Generation X



## ...On Independence

- Were latchkey kids (children of workaholic Baby Boomers)
- Had to be self reliant

## ....Family

- Don't believe in quality time from parents
- Come from divorced families and two working parents

## ...About Work

- Work to live
- Believe in balance between family and work
- Don't believe you CAN have it all

## ...Authority

- Unimpressed by it
- Not against just indifferent
- Saw too many role models fall off the pedestal



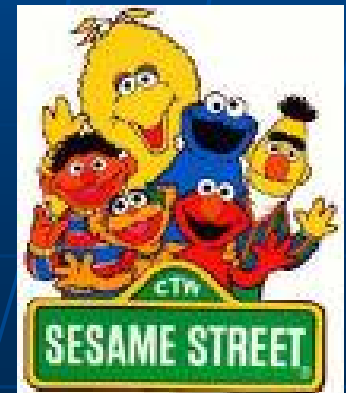
# Generation X

## Defining Moments

- Challenger Explosion
- Watergate
- Gulf War I
- War on Drugs
- Pres. Reagan shot
- Anwar Sadat assassination
- Us Boycotts Russian Olympics
- Hostages held in Iran

## Popular Culture

- Sesame Street
- Muppets
- Michael Jackson
- Star Wars Trilogy
- ET
- Slackers



# Generation X...

## Core Values and Beliefs

- Balance work/personal life
- Paycheck is a means to an end
- Informality at work, humor, humanity
- Get bored easily
- Asks "why" a lot
- Value competency
- Straightforward avoids office politics





# Gen Xers at Work

- Held 10.2 jobs between ages 18 – 38
  - See jobs as temporary
  - 77% will leave for “increased intellectual stimulation”
- No career ladder – spider web
- Its about MY self esteem
- Entitled and ambitious
- High expectations
- Don't take criticism well
- Hands-on



# Gen Xers At work Continued

- Must learn new skills
- Wants mentoring
- Short attention spans
- Pessimistic about future
- Not afraid to try it on their own
- Adaptable
- Entrepreneurial





# Millennials...

## ... Family

- Had over involved parents
- Were the "babies on board"

## ... Their Values

- Closest to those of veterans
- Accountability
- Least promiscuous of the last four generations
- Embrace diversity and community service

## ...On Life

- Confident and hopeful
- Busy kids, highly scheduled (soccer, t-ball, karate)

## ..With Technology

- The digital generation
- Plugged in, logged on, wirelessly connected
- Cyber pen pals all over the world





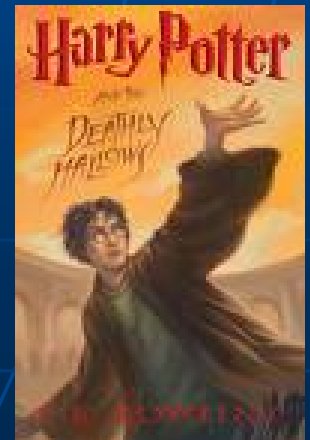
# Millennials

## Defining Moments

- Oklahoma City Bombing
- Shootings at Columbine HS
- 9/11
- Clinton/Lewinsky Scandal
- Afghanistan/Iraq

## Popular Culture

- Barney
- Harry Potter
- Rap
- Brittany Spears
- Reality TV



# Millennials...

...Core Values and Beliefs

Multi-taskers

Bored with repetitive tasks

Achievement oriented

Value inclusion and multi-culturalism

Open minded, not set in their ways





# Millennials at Work

- Work well with “friends”
- Collaborative
- Make a difference
- Impatient
- Flexible
- Want mentors
- Expect respect
- Want a challenge

# Education



## Veterans

- 10% college grads
- 6.8% post grad degrees

## Gen X'ers

- 21.3% college grads
- 7.3% post grad degrees

## Baby Boomers

- 17.5% college grads
- 10.7% post grad degrees

## Millennials (so far...)

- 28% college grads
- Less than 1% post degrees

# Diversity: Veterans and Baby Boomers

- Veterans grew up in a largely segregated and sexist society
- For Veterans diversity was a new concept in their workplace and community
- Baby Boomers were influenced by the civil rights and women's movement. As consensus builders they seek equality and fairness.
- Baby Boomers had first women and African Americans on the job



# Diversity:

## Gen Xers and Millennials

- Gen Xers grew up with great awareness and tolerance
- Women in traditionally male jobs raises few eyebrows with this generation
- Millennials appear the most “color blind” of the four generations
- Grew up with friends who had two mommies, were adopted and came from all ethnic groups





# *Islam 101*





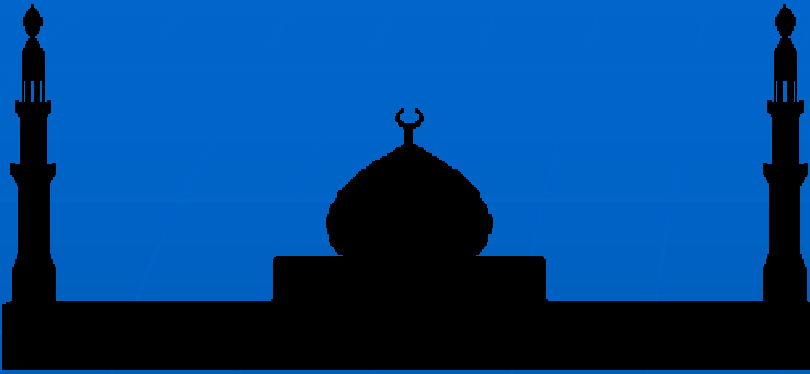
# Commonly asked questions...

- Why do women cover themselves?
- Is it true that the men can have as many wives as they want?
- Who does Osama Bin Laden represent?
- What is a Fatwa?

# Commonly asked questions...

- What is Jihad?
- What is Ramadan?
- What is a Madrassa and why all the controversy?





# WHAT IS ISLAM?

## The Pillars of Islam:

1. Profession of faith
2. Prayer (salat)
3. The poor-due (zakat)
4. Fasting during the ninth month of the Muslim lunar calendar
5. Pilgrimage (Hajj) to Mekkah

# *Islamic Terms*

- **Islam:** Peace through submission to God
- **Muslim:** One who submits to God
- **Allah:** God... The same word used by Arab Christians and Jews.
- **Quran:** The Holy Book Of the Muslims
- **Hijab:** screen or cover

# *More Islamic Terms*

- **Muhammad: The last prophet from God**
- **ALLAHU AKBAR: God is the greatest**
- **EID: Islamic celebration or holiday**
- **Insha 'Allah: God willing**
- **Jihad: Struggle (not holy war)**

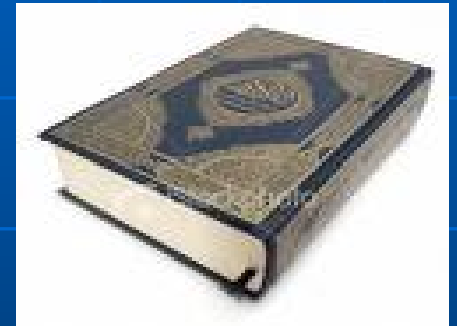
# Articles of Faith



1. Believing in Angels
2. Believing in Allah's Scriptures
3. Believing in Allah's Messengers
4. Believing in Last Day, the Day of Resurrection
5. Believing in Predestination

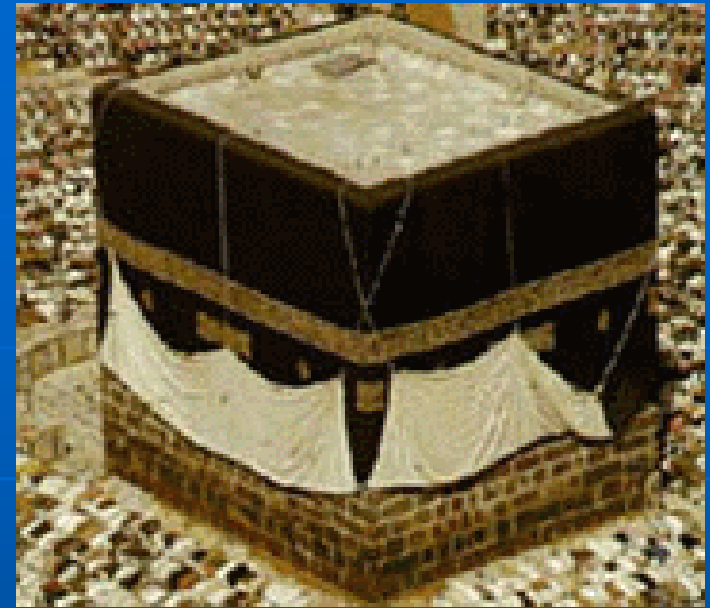
# Five Divine Books... People of the Book

- Scrolls, revealed to Abraham
- Psalms, revealed to David
- Torah, revealed to Moses
- Gospels, reveal to Jesus
- Qur'an revealed to Muhammad



...however the current Bible version

# Islam, Christianity and Judaism



Abraham, and the three  
“prophets” descended  
from his sons (Issac and Ishamael):

1. Muhammad
2. Jesus
3. Moses

Abraham: established the  
Ka’ba in Mekkah and the  
direction of prayer



What are the other two  
most religious sites?

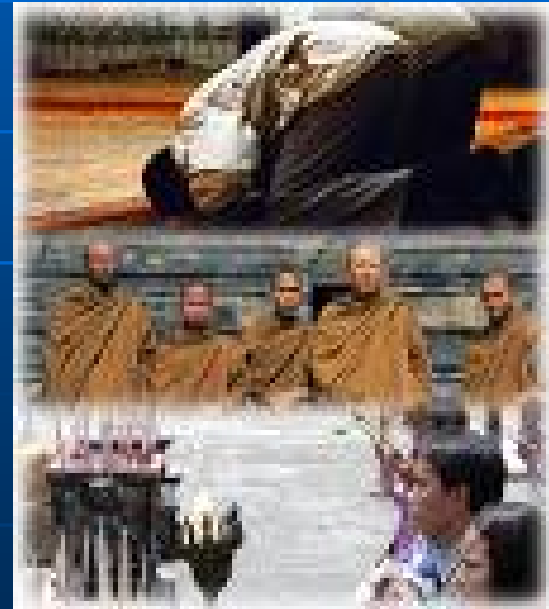
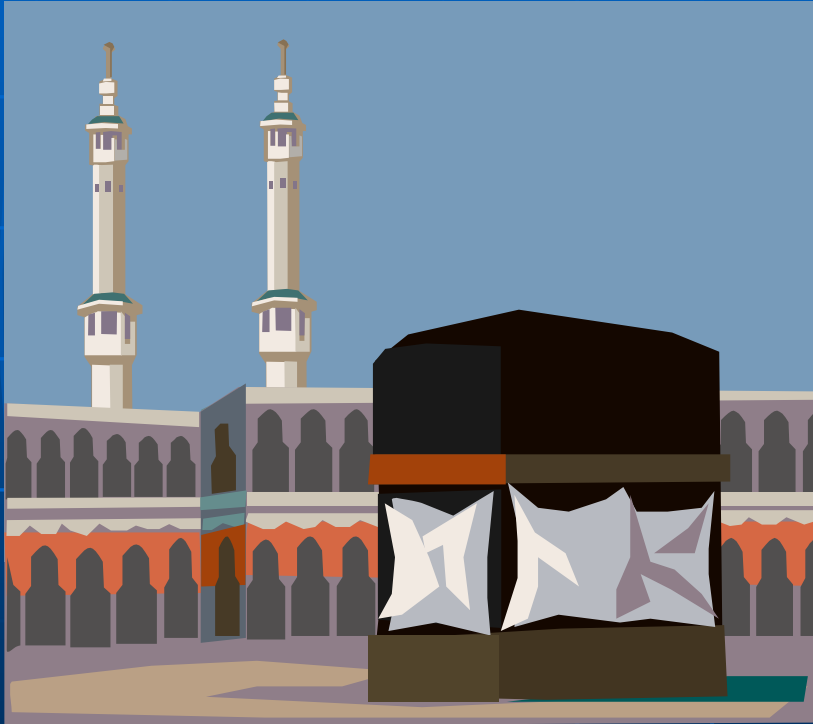
# What are the other two most religious sites?

Medina  
And  
Jerusalem

*Why are only Muslims  
allowed into Mecca and  
Madina?*



# STATS You should Know...



# What are the Top Three Largest Muslim Countries?



# Top Three...

- Indonesia – 228.4 million
- Pakistan – 144.6 million
- Bangladesh – 131.3 million

*Less than half of the Muslims live in the Middle East.*

*USA: 4-5 Million*

*Europe: 15-20 Million*



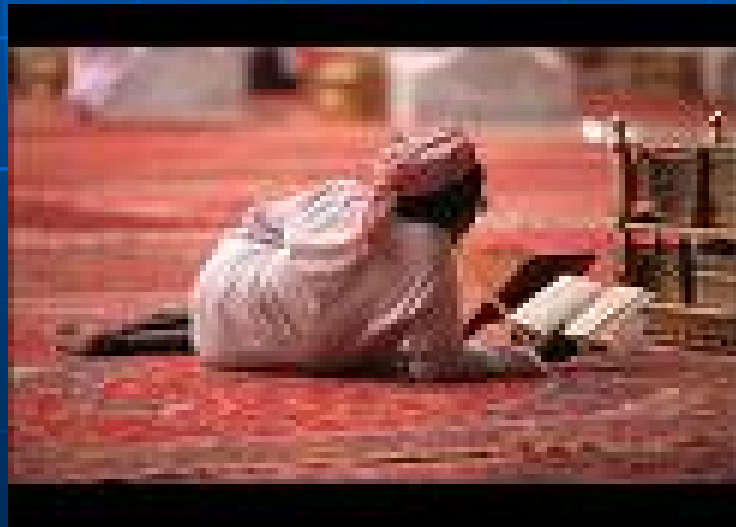
# More Stats

- The Growth of Islam

| <u>1900</u> | <u>1970</u> | <u>2000</u> | <u>2025</u> |
|-------------|-------------|-------------|-------------|
| 12.3%       | 15%         | 19.6%       | 23%         |



# Top Five Interesting Facts about Islam





# Interesting Facts..

- No Forced conversion
- Jesus Christ is a prophet of God
- Women and Men are Equal
- Moslems do not eat pork and cannot drink alcohol
- Monogamy versus polygamy

# Islam in America

- 65% Foreign born – mostly from Pakistan and Iran, well educated and Sunni (over 50%)
- Male – 54%  
Female – 46%

Largest concentration:  
Detroit, MI



# The Divine Law "Shari'a"

- Sharia refers to the body of Islamic law. The term means "way" or "path"; it is the legal framework within which public and some private aspects of life are regulated.
- Sharia deals with many aspects of day-to-day life, including politics, economics, banking, business law, contract law, sexuality, and social issues.
- Some Islamic scholars accept Sharia as the body legal theory established before the 19th century, while other scholars view Sharia as a changing body.

# Traditional Punishment

- Theft – cutting off of hand
- Premarital sex – flogging both men and women
- Adultery – stoning to death men and women
- Homosexual acts – execution of both
- Drinking of alcohol - flogging

# Islamic Customs

- Forbidden or “Haram” food.
- Alcoholic beverages are also “haram”
- Taking your shoes off before entering someone’s house
- Pre-marital sex is “haram”
- Most daily practices consistent with Shari’a law ideals

# What is the difference between Shi'a and Sunni?



# *Sunni and Shi'a*

- The Sunni-Shi'a split in Islam started with the prophet Muhammad's death in 632 AD:
  - Who was to lead the Muslim community
  - How the leader was to be chosen.
- Although the Prophet Muhammad had said several times that his son-in-law Ali ibn Abi Talib was to succeed him as leader of the Muslim community, a gathering of Muslims gave their allegiance to Abu Bakr in 632 AD believing the older Abu Bakr would be a wiser choice.

# More...

**Shi'a Muslims follow Ali as  
Mohammad's successor, and  
also believe Sunni Muslims  
have strayed from the true  
path.**

**Worldwide:**

**15% -16% Shi'a (direct line)**

**85% Sunni (election)**



# Respecting Women



- Women are recognized by Islam as a full and equal partner of man.
- They are equal to man in the pursuit of education and knowledge.
- They are entitled to freedom of expression as much as man is.
- No longing looks.

# Legal Marriages

- Islam was the first religion to limit the number of wives
- The taking of more than one wife was meant to happen only when there was social necessity, such as during war times when there were a large number of widows and orphans (max 4).
- \*Polygamy is illegal in America and, according to Islam, Muslims in America are bound by American law.



# The Koran and Marriage

“You will never be able to be fair and just between women, even it is your ardent desire”  
(4:129)



# *Marriage (Cont.)*

- The woman cannot marry without the consent of her guardian. If she marries, her husband becomes her new guardian.
- Unlike men, Muslim women can only marry one husband at a time.
- Islamic law on marriage differs from one school of thought to another.

# *Divorce*

- A husband may divorce his wife whenever he wants.
- A woman who wishes to be divorced needs the consent of her husband. If he consents she has to pay back the dowry.
- Under certain circumstances (abuse, for instance), the wife may ask a judge to separate the couple.

# Treatment of Women

- ***Scarves for women:*** This is based on a verse in the Koran. If Muslim women choose not to cover their head, there is no Islamic law punishing them or coercing them.
- Styles of dress are cultural and vary according to culture throughout the Islamic world.



# *Role of Women*

- Islam does not prohibit women from working, but emphasizes the importance of housekeeping and caring for the families of both parents.
- Islam has no clergy, but women may become religious scholars.



# *Role of Women*

- A Muslim may not marry or remain married to an unbeliever of either sex.
- A Muslim man may marry a woman of the People of the Book; traditionally, however, Islamic law forbids a Muslim woman from marrying a non-Muslim man unless he converts to Islam.







# More Sexuality

- Forbidden from dressing like the opposite sex
- Men – not earrings and modest dress navel to knee



# *Freedom of Speech*

- Sharia does not allow freedom of speech on such matters as criticism of Muhammad.
- Such criticism is considered blasphemy against Muhammad.



Q & A